

2010 Storming the Sound Breakout sessions

Theme: "Restoring Puget Sound: Taking Action through Education, Outreach and Service"

9:15 – 9:45: Keynote Address: Presented by **Sonia Siegel Vexler**, LASER and Pacific Science Center.

10:00 – 11:00: Session I

1a. How to Catch Seven Fish with One Hook: The Story of the Watershed Report, a Pilot Program of the Friends of the Cedar River Watershed: (Room: Auditorium)

1. Inspire stewardship action 2. Measure sustainability trends 3. Broadcast the message to new audiences 4. Develop leadership in youth 5. Model sustainability education standards 6. Expand strategic partnerships 7. Develop a professional Board. Learn how the Friends of the Cedar River Watershed is pursuing seven integrated strategies with the Watershed Report. The Report engages high school leadership students from schools all over WRIA 8 as stewardship project managers, sustainability policy analysts, public speakers and video broadcast journalists. The Report itself is an annual video that tracks sustainability trends in 12 school districts, 27 cities, green business development and grass roots organizing. It is also a sophisticated new tool for partnership building, youth engagement, and curriculum integration, measuring and broadcasting positive change. Seven fish, one hook.

Peter Donaldson, Sue Rooney, Cedar River Watershed

1.b. Film At Eleven: Sharing Your Project Successes With the Media:

(Room: Lecture Hall): Obtaining broader exposure for environmental education and citizen science projects can engender public support, attract partners and help leverage funds for future work. However, ill-conceived and poorly managed interactions with radio, TV and print media can sometimes have disastrous effects. Participants in this workshop will explore the pros and cons of sharing their projects with the media. They will examine the basic tools and innovative strategies for gaining favorable media coverage, benefitting from the "ripple

effect,” and cultivating on-going relationships with local and national correspondents. Using real-life examples, this session will also look at effective strategies for damage control, including steps to ensure that any media coverage will be focused on one’s key messages — not what the reporter had for lunch that day.

David G. Gordon, Science Writer and Public Information Officer, Washington Sea Grant

1c. Caring Identities as Agents of Change: Lessons from the Seattle Aquarium Beach Naturalist Program: (Board Room 1):

To successfully increase the number of Puget Sound residents who take action to help restore our marine ecosystem, we must understand the relationships between people’s emotional connections to natural environments, their caring practices, and their adoption of conservation behaviors. Organizations that depend on volunteers to educate, outreach, and serve the public need to train and retain enthusiastic volunteers to effectively meet the organization’s conservation goals. Through lessons from the Aquarium’s volunteer shoreline interpreters and through activities of personal experience recall and small group dialogue, you will develop a deeper understanding of the key qualities of belonging, meaningfulness, caring, and change. We will also identify institutional factors that support those key qualities, volunteer retention, and Puget Sound restoration

Daoud Neil Miller, Vashon Beach Naturalists

1d. Moving Forward with Program Evaluation (Board Room 2)

Would you like to know more about what your program participants, students, teachers or clients think about or learn from your programs? Has your manager asked you “how do you know we are doing a good job?” Do you quake when filling out a grant application and you have to answer a question about program evaluation? This session is designed to showcase resources that are available for developing simple assessment tools. Key questions to answer before starting an assessment will be shared.

Target Audience – Education and outreach providers that would like to evaluate programs but do not know where or how to begin. **Learning Objectives** –Following the session, participants will be able to:

- Identify two resources that will help them get started in program evaluation

- Understand how a Logic Model might be used at their site or location
- Develop a “back of the envelope” evaluation plan to implement back home

Logic Models will be explained and discussed as a means for focusing and organizing an evaluation. If time permits, we will discuss the next step of developing an Evaluation Plan. **Participants should come with a particular program in mind that they would like to evaluate.**

Chuck Lennox, Cascade Interpretive Consulting, LLC,

1e. Powerful Choices for the Environment: (Room: Arts Studio): This session will provide an example of a high-quality environmental education program in local schools. This 4-day in-class program inspires middle school students to understand how their individual choices make a difference. This session will give participants an overview of this program, highlighting activities that teach students about their impact on the local ecosystem.

Jessica Aronson, Program Manager, Energy Education, Puget Sound Energy

1f. Kéet Shuká: An Indigenous Tribute to Killer Whales: (Room: Open Studio): Indigenous perspective is vital to restoring Puget Sound and to saving our endangered salmon and apex predators, Southern Resident orcas. Based on traditional ecological knowledge (TEK), our interdisciplinary presentation Kéet Shuká: An Indigenous Tribute to Killer Whales blends Alaska Native culture, science, and art to honor the enduring bond between killer whales and First Nations in the Pacific Northwest. Native educators/conservationists Odin Lonning (Tlingit) and Ann Stateler (Choctaw/Five Tribes) integrate Tlingit regalia, song, dance, stories, natural history, and Odin's artwork to illuminate the killer whale's spiritual and ecological significance in Northwest Coast Native cultures. Kéet Shuká is for diverse audiences, from elementary grades to college and beyond. Participants will gain insight into Indigenous wisdom and awareness of Native/traditional knowledge resources.

Odin Lonning and Ann Stateler, Native Educators and American Cetacean Society of Puget Sound.

11:15 – 11:45: Plenary–Panel Discussion

(Auditorium)

Models as solutions to challenges we face in doing education and outreach in Puget Sound: Dave Ward, Snohomish County, Clay Heilman, Nature Vision, and Bob Simmons, Thurston EETAC/ECONet will explore three models that can be solutions to challenges for doing education and outreach in the Puget Sound region.

11:45 – 12:00: E3 Washington Update with Abby Ruskey

E3 Washington: *Education-Environment-Economy* for all, is making steady progress to define and catalyze a system of education that will support healthy, prosperous people, communities and economies; “a new system of education for a new world”. Come learn about the E3 plan and the state-of-the-art interactive website that will allow educators, businesses and tribal leaders and youth connect to share resources and success stories across the state and how you can be involved!

Abby Ruskey, Executive Director, EEAW

12:00 – 12:45: Lunch/Displays

12:45 – 1:45: Session II

2a. How Clean Is Your Water: (Room: Auditorium): This session will present the new Interactive Water Quality Mapping Tool. This computer-aided mapping display will allow the audience to view, explore and discuss information on Puget Sound water quality issues in areas of interest to them. Human impacts such as state-listed impaired waters, oil and sewage spills and toxic cleanup sites are easily juxtaposed with resources at risk such as critical salmon habitat and migration paths, forage fish spawning beaches and marine mammal sightings. It also includes impacts to shellfish growing areas and swimming beaches as well as fish consumption advisories due to pollution. The mapped information can be viewed on a Puget Sound wide map, zoomed in to specific watershed, or even closer for a look at a specific creek or beach. Users will also be able to access and explore the tool online after attending the workshop.

Chris Wilke -- Puget Soundkeeper Alliance

2b. Tweeting Green: Using Social Media to Educate, Interact & Mobilize

(Room: Lecture Hall): Social media, from blogs to Facebook to Twitter, can be used to educate, interact and mobilize concerned citizens. We'll examine best practices to use these tools to inform and inspire, and examine some case studies of organizations, citizen enforcers and green moms using social media to influence.

PPT, Jennifer Taggart, TheSmartMama

2c. Environmental Outreach to Religious Communities (Board Room 1): Do you feel like your outreach efforts are just preaching to the choir? Do you struggle with how to reach people with different environmental values? Outreach messages can easily alienate certain audiences if their moral concerns are ignored, or if content contradicts their beliefs. Learn about the impact religious beliefs have on environmental support, get up to speed on the evangelical environmental movement, and explore communication strategies for crafting your outreach messages. Brainstorm and share ideas on mobilizing religious communities to help restore Puget Sound.

Amy Embree Master of Marine Affairs Graduate (2007) University of Washington

2d. Cutting to the Chase: Proven Methods to Change Environmental Behaviors: (Board Room 2):

What persuasion tip can you borrow from Benjamin Franklin? What common mistake causes messages to self-destruct? This workshop will answer these and other questions, using research findings and insights from social psychology and behavioral economics. You will learn how to use key principles, such as reciprocity, social proof and loss aversion, to develop more persuasive environmental programs and messages that will be more effective at changing environmental behavior.

Annette Frahm: Sage Enviro; Linda Dethman: Dethman & Associates

2e. One Solution to Poo-lution: Pet Waste Student Action Campaign:

(Room: Arts Studio): Discover one way for your jurisdiction to get the most bang for your buck promoting healthy storm water. The City of Everett and Triangle Associates successfully piloted a grade 4-6 student action campaign designed to involve and engage students in educating the community about the effects of pet waste in local surface water. Triangle will share their step-by-step student guide for educating and encouraging others to pick up after their pets and

tracking procedures to ensure measurable results. Target Audience: Local municipalities

Erin Hislop, Associate Education Specialist, Triangle Associates, Inc.

2f. Studying the Sound: Creating a Marine Curriculum Track:

(Room: Simons): Marine science is a hot topic in the Salish Sea region. As a community we are working to educate local residents about the ecosystem and the challenges facing it. Olympic Park Institute has recently embraced this challenge and is joining the efforts to educate our regional youth about local marine science. This year we are creating a marine curriculum track for 3-5 day residential outdoor science education experience. Join us to learn more about the process of creating a new curriculum track from the gathering of information to the final evaluation of the project. We will be sharing information about designing a place based curriculum, training our staff and running our pilot programs. Participants will even have a chance to do some hands on learning!

Shannon Walz, Kent Chapple Marine Education Specialists Olympic Park Institute

2:00 – 3:30: Session III

3a. Return of the Plankton: A video Overview of the Seasons Underwater:

(Room: Auditorium): Art and science come together in an exciting video journey underwater in Puget Sound. This presentation will introduce educators to the 27 minute movie "Return of the Plankton" filmed in Puget Sound, to the study aids included on the DVD, and to some unique uses of the movie in the classroom setting. This rare, first-hand look at our local marine ecosystem and food web has proven to be a valuable addition to classrooms from 3rd grade to college. Study aids on the DVD include: • movie synopsis and detailed outline • food web concept map • quiz • over 150 photos that identify creatures in the movie. These are labeled with scientific name, common name, habitat and diet.

John F. Williams, President, Still Hope Productions, Inc.

3b. Toxics in Puget Sound: (Lecture Hall)

This workshop covers the topic of the important toxic chemicals that impact Puget Sound and the connection of these chemicals to human health. This is an interactive workshop with activities and games, and we provide fully referenced information sheets on all the topics including: _How toxic chemicals affect you and Puget Sound _The top toxic chemicals and where they come from _How to help

prevent toxic overload to Puget Sound and yourself _Tips on communicating this information to others

Heather Trim Toxics Program Manager People For Puget Sound

Pollution in People and Puget Sound, and a Better Way:

Pollution in People and Puget Sound, and a Better Way will educate participants on how toxic chemicals in every day products are polluting our bodies as well as those of fish and wildlife in Puget Sound. Participants will learn about a two recent studies: Earliest Exposures tested nine West Coast pregnant women and found toxic chemicals in their bodies during pregnancy; Puget Sound Down the Drain discovered a new pathway for pollutants to travel from our homes to Puget Sound. The presentation will address policy changes that are tackling this problem and those that are still needed, at both the state and federal levels. The presentation is targeted at educators that can share information about how our health and Puget Sound's health are linked.

PPT, Erika Schreder, WA Toxics Coalition

3c. Plastics in Our Seas: The case of the Albatross: (Board Room 1):

Participants will learn about the state of plastic pollution in global and in local waters, as well as discuss possible solutions to the problem. Participants will be presented with a variety of classroom lessons, including the dissection of Albatross boli (pellets), made up of squid beaks and sea debris, mostly plastic pollution. Boli will be on loan to participants use in their classrooms.

Jen Kingfisher, Port Townsend Marine Science Center

3d. How to Ask the Right Questions to Get Good Survey Data:

(Board Room 2): Surveys can be useful tools for market research and evaluation, but only if they are well designed. This workshop will first provide a framework to help you identify key research issues and objectives. It will then present guidelines to help you organize surveys and write questions that will get the information you need -- whether you are designing a new program or assessing the effectiveness of an existing one. You will learn how to order and word questions and to avoid common pitfalls like double-barreled questions and vague quantification. Everyone will leave the workshop equipped with knowledge and resources to help them do or hire better survey research. Annette Frahm and Linda Dethman are seasoned environmental research and communications

professionals, with decades of experience helping local governments with strategic communications planning, social marketing, market research and evaluation.
Annette Frahm: Sage Enviro; Linda Dethman: Dethman & Associates,

3e. Understanding Sustainability: Engaging Lessons Using Math, Social Studies, and Science: (Room: Arts Studio): How do we meet current needs without mortgaging the future? See how sustainability can be an integrative framework for integrating instruction and shifting global issues from being insurmountable problems to opportunities for change. This workshop demonstrates sustainability concepts and their interconnections while highlighting issues of local and global importance. Using interdisciplinary lessons that are based upon an inquiry model, students examine global issues, pose questions, think critically, make connections, and acquire new knowledge through problem-solving activities, simulations, process audits, and culminating projects. Experience hands-on lessons and receive free curriculum! Participants will:

- Explore sustainability through population growth, carrying capacity, renewable and nonrenewable resources, and ecological footprint
- Examine the components and interconnections of Earth systems • Use systems-thinking to encourage new inquiry
- Analyze how natural resource use affects human quality of life and the health of ecosystems
- Make interdisciplinary connections to math, science, and social studies

Dave Wilton, Facing the Future

3f. Citizen Science—What? Why? How?: (Room: Simons):

Citizen science—engaging the public in making observations, and collecting and recording data—offers an exceptional opportunity to enhance stewardship of Puget Sound and provide credible, cost-effective data essential to fulfill research, monitoring and management priorities. Washington Sea Grant (WSG) and WSU Extension recently completed a report to the Puget Sound Partnership with recommendations for advancing citizen science in the region. WSG is currently creating a clearinghouse of citizen science project information, developing resource materials to support citizen science efforts, and providing assistance in the development and implementation of citizen science projects. During this session, participants will learn more about citizen science, the report recommendations, and WSG activities to support and enhance citizen science in

Puget Sound. The session will include ample time for discussion, questions, and the opportunity to brainstorm how participants can incorporate citizen science in their programs.

Kate Litle, Citizen Science Specialist, Washington Sea Grant

Explore the Seattle Aquarium High School Citizen Science Program!

The Seattle Aquarium is bridging the gap between the need for public involvement in local schools and protection of near shore habitats. This Citizen Science Program is a partnership between the Seattle Aquarium and 7 high schools in Puget Sound. Students monitor beaches each year in order to track changes in habitat and the presence/absence of species on marine reserve beaches. This program offers students real-world experiences working as scientists as they contribute meaningful data to Seattle and King County resource agencies. This interactive session will involve participants in an overview of the field protocols and high school curriculum. Come learn how to empower students to help restore Puget Sound and become better stewards of their local beaches!

Karen Matsumoto- Marine Science Program Coordinator-Seattle Aquarium

3:30 – 3:45: Reflection/Closing with Lynda Ransley

(Auditorium)

Lynda has a great understanding of what it takes to create behavior change in people and has first-hand experience in the work that the conference attendees do. She will give a brief, inspirational talk encouraging participants, and addressing the importance of their work.

Lynda Ransley, Deputy Director, Puget Sound Partnership